

# Priyansh Tyagi

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Product Manager with **2+ years** of fintech experience, leading platform workflows and partner integrations. Drove data-led journey improvements resulting in **~25%** conversion uplift.

## Professional Experience

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**Paisabazaar**, New Delhi, India May 2025 — Present  
*Deputy Product Manager*

- Unified loan journeys up to the *pre-BRE stage*, enabling multi-offer visibility and driving **~25%** conversion uplift using tools like **MS Clarity**.
- Owned platform-level partner integrations for the *PB Platform* across **5+ lenders** (e.g., LTFS, ABFL), defining **PRDs** and **user stories**.
- Improved Offer-to-Disbursal conversion from **~15%** to **~25%** through targeted journey revamps informed by funnel drop-off analysis.
- Owned sprint prioritization and Agile execution, achieving **>90%** sprint predictability across cross-functional product and engineering teams.

**PwC India**, New Delhi, India Aug 2023 — May 2025  
*Associate Consultant*

- Translated DPDP Act requirements into structured evaluation criteria and analyzed **2,000+ data points** across BSE 500 companies' privacy policies, generating insights to support partner and stakeholder decisions.
- Improved SIEM data structuring for **30+ clients** by validating and segmenting security telemetry into clean datasets and analytics dashboards, enabling faster audits and issue resolution.
- Served as PMO for a multi-module SAP platform migration (MM, SD, PP, QM), tracking execution and data quality across **millions of records**.

## Education

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**Delhi Technological University (formerly DCE)**, New Delhi, India Aug 2019 — May 2023  
B.Tech — Engineering Physics (Minor in Computer Engineering) GPA: 8.13

## Skills

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**Programming & Analytics:** Python, Funnel Analysis, Metrics Definition, SQL

**Tools:** Jira, Postman, Google Analytics, MS Clarity, Figma, Git, Tableau, Power BI

**Databases:** MySQL, PostgreSQL

**Core:** Product strategy, PRDs, Workflows, Stakeholder Management, Agile Execution, Scrum

## Projects

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### Credit Card Recommendation Engine

- Designed a credit card recommender using a **3-layer decision funnel** (eligibility → comparison → ranking) based on *income, credit score, and user spend patterns* to systematically narrow the recommendation set.
- Evaluated **10+ card attributes** across fees, rewards, and cashback to score and compare eligible credit cards.
- Built a rule-based ranking engine to surface the **top 7 best-fit cards** per user with clear, explainable decision logic.

## Positions of Responsibility

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- **President, Technical Council (DTU)** — Led a **150+** member organization, driving planning and cross-team execution for multi-initiative technical programs impacting **25,000+** users.
- **Treasurer, IEEE DTU** — Drove financial planning and allocation decisions for programs, applying trade-off analysis to maximize impact under fixed budget constraints.

## Honours & Awards

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- Nova Performance Award (Q2 FY'25) — Recognized for high-impact contributions to the Product team.
- IEEE Best WIE Student Volunteer Award & Delhi Section SSN Award — Recognized for leadership and sustained impact across large engineering initiatives.